



Code camp: Insurance Pro



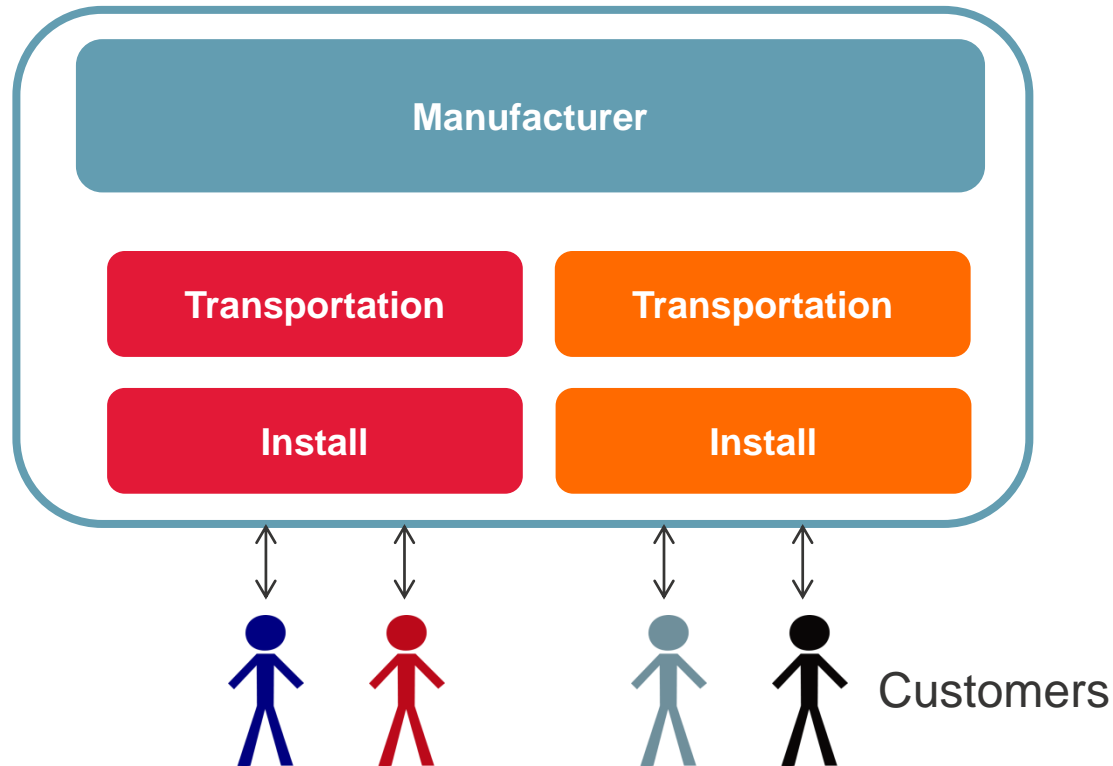
Professional business services for insurance clients

Vision:

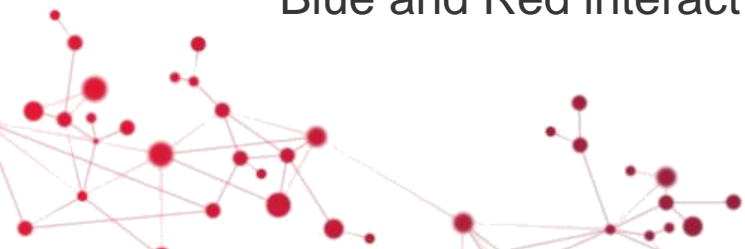
- Insurer wants to expand its service from traditional “insurance risks” to more complex business partner services
- Insurer aims to create a network of companies for its clients, where seeking additional services and new subcontractors would be less risky for clients due to community feedback and insurer’s risk data



A company's actual value chain can include multiple contractors

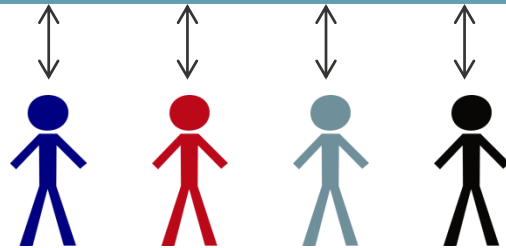


Blue and Red interact with different partners than Grey and Black



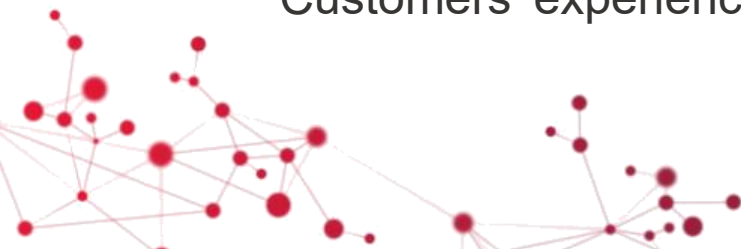
Customers see a single company

Manufacturer delivering a product or service



Customers

Customers' experiences affect their perception of the company



Subcontractors create a reputation risk to the manufacturer

- Customers don't care if they experience bad service due to low quality contractors. Outsourcing partners represent the Manufacturer to customers.
- With Insurance Pro's feedback functionalities the Manufacturer can see how specific subcontractors are performing



Code camp tasks

Work on one or more of the following:

- Create a mobile app or web page for the customer to give feedback on his experience
 - What does the feedback form look like?
- Create an app or a web UI where the manufacturer can manage his subcontractors
 1. Manufacturer should be able to create an assignment...
 2. add subcontractors to it...
 3. and choose the customers to send the feedback request to
 4. Manufacturer should have a “scoreboard” view of the assignment and another for all his subcontractors
- Create an app where the subcontractor can browse feedbacks from his services and see a “scorecard” of his performance
 - What does the scorecard look like?



Additional food for thought

Customer stories:

<https://youtu.be/Ze15yYxRy4I>

https://youtu.be/LOW9HltSf_I

<https://youtu.be/430Ojj59EJE>

